

Houston Drill Down Report: Group Analysis						
Market Indicators	Near Northside	Greater Fifth Ward	Greater East Side	Gulfgate Area	Greater Third Ward	Houston Study Area Total
Population						
Population, Drill Down	33,678	45,401	109,442	71,290	94,071	353,882
Population, 2000 Census	26,512	31,296	84,379	68,098	70,977	281,262
Population, 1990 Census	25,818	32,942	81,418	58,285	72,278	270,741
Population, 2001 Claritas	25,887	31,869	84,605	68,725	71,711	282,797
Drill Down Population Change from 1990	30.4%	37.8%	34.4%	22.3%	30.2%	30.7%
2000 Census Population Change from 1990	2.7%	-5.0%	3.6%	16.8%	-1.8%	3.9%
2001 Claritas Population Change from 1990	0.3%	-3.3%	3.9%	17.9%	-0.8%	4.5%
Land Area (square miles)¹	3.81	8.49	17.44	11.40	15.37	56.52
2000 Census Land Area (square miles)	4.12	8.19	17.81	11.50	14.96	56.56
Land Area (acres)¹	2,441	5,435	11,164	7,297	9,835	36,172
2000 Census Land Area (acres)	2,638	5,239	11,396	7,357	9,571	36,201
Population per Acre, Drill Down	13.8	8.4	9.8	9.8	9.6	9.8
Population per Acre, 2000 Census	10.1	6.0	7.4	9.3	7.4	7.8
Population per Acre, 1990 Census	10.6	6.1	7.3	8.0	7.3	7.5
Population per Acre, 2001 Claritas	10.6	5.9	7.6	9.4	7.3	7.8
¹ Geographic areas are defined here by 1990 Census blockgroups and may differ slightly from the 2000 Census geographic area, as defined by 2000 Census blockgroups.						

Households						
Households, Drill Down	9,989	15,804	31,266	21,730	31,086	109,875
Households, 2000 Census	7,906	10,922	23,458	19,042	25,024	86,352
Households, 1990 Census	7,608	11,363	22,468	17,901	24,203	83,543
Households, 2001 Claritas	7,604	11,064	23,358	20,953	24,263	87,242
Drill Down Households Change from 1990	31.3%	39.1%	39.2%	21.4%	28.4%	31.5%
2000 Census Households Change from 1990	3.9%	-3.9%	4.4%	6.4%	3.4%	3.4%
2001 Claritas Households Change from 1990	-0.1%	-2.6%	4.0%	17.0%	0.2%	4.4%
Potential Market Expansion Capacity	1,030	4,140	3,272	1,290	4,064	13,796
Potential Market Expansion Capacity	10.3%	26.2%	10.5%	5.9%	13.1%	12.6%
2006 Claritas Projected Households	7,571	10,914	23,593	22,086	24,170	88,334
2006 Claritas Projected Household Growth	-0.4%	-1.4%	1.0%	5.4%	-0.4%	1.3%

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Households						
Households per Acre, Drill Down	4.1	2.9	2.8	3.0	3.2	3.0
Households per Acre, 2000 Census	3.0	2.1	2.1	2.6	2.6	2.4
Households per Acre, 1990 Census	3.1	2.1	2.0	2.5	2.5	2.3
Households per Acre, 2001 Claritas	3.1	2.0	2.1	2.9	2.5	2.4
Average Household Size, Drill Down	3.34	2.87	3.47	3.32	3.00	3.20
Average Household Size, 2000 Census	3.31	2.84	3.51	3.55	2.69	3.18
Average Household Size, 1990 Census	3.35	2.89	3.60	3.23	2.84	3.18
Average Household Size, 2001 Claritas	3.36	2.87	3.60	3.26	2.80	3.18
Daytime Population						
Total Number of Employees	5,950	10,936	50,473	28,412	28,131	123,902
Services	2,472	3,913	9,280	10,499	19,048	45,212
Retail Trade	1,666	1,245	15,002	4,507	3,527	25,947
Construction & Manufacturing	618	2,127	13,858	6,441	2,112	25,156
Wholesale Trade	705	1,849	6,545	3,594	1,114	13,807
Other Industry	489	1,802	5,788	3,371	2,330	13,780
Employment, Change from 1990	4.5%	-3.2%	2.2%	6.2%	31.8%	7.2%
Services	7.4%	-9.1%	2.6%	24.0%	69.9%	21.7%
Retail Trade	-1.3%	-33.9%	-1.7%	-8.4%	16.0%	-4.3%
Construction & Manufacturing	-31.0%	16.4%	-5.0%	10.9%	-6.4%	-0.5%
Wholesale Trade	111.5%	-44.9%	-24.2%	-21.5%	-22.9%	-20.8%
Other Industry	15.2%	44.3%	73.9%	3.2%	37.7%	40.4%
Total Number of Employers	605	822	2,838	1,952	2,062	8,279
Businesses in Existence Three or More Years	384	535	1,863	1,269	1,473	5,524
Businesses in Existence Three or More Years	63.5%	65.0%	65.7%	65.0%	71.4%	66.7%
Total Retail Sales	\$633,450,000	\$176,250,000	\$1,375,250,000	\$638,250,000	\$408,750,000	\$3,231,950,000

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Market Indicators	Near Northside	Greater Fifth Ward	Greater East Side	Gulfgate Area	Greater Third Ward	Houston Study Area Total
Race/Ethnicity						
Total Immigration from Mexico, 1990 - 1998	2,385	1,707	10,995	8,043	984	24,114
Documented Immigration from Mexico	795	569	3,665	2,681	328	8,038
Undocumented Immigration from Mexico	1,590	1,138	7,330	5,362	656	16,076
<u>DRILL DOWN</u>						
Hispanic/Latino ²	85.5%	33.0%	89.2%	82.6%	14.5%	58.6%
Black American, non-Hispanic/Latino	6.5%	65.6%	4.5%	8.5%	81.4%	35.7%
White, non-Hispanic/Latino	7.6%	0.9%	5.4%	7.7%	3.0%	4.8%
Asian ³	0.3%	0.3%	0.6%	1.0%	0.8%	0.7%
Other & multi-ethnic (non-Hispanic) ⁴	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
<u>2000 CENSUS</u>						
Hispanic/Latino ²	82.2%	29.5%	87.9%	78.3%	11.4%	59.2%
Black American, non-Hispanic/Latino	9.5%	68.5%	4.7%	9.7%	82.5%	33.1%
White, non-Hispanic/Latino	7.4%	1.1%	6.3%	8.8%	3.7%	5.8%
Asian ³	0.3%	0.3%	0.7%	2.5%	1.4%	1.2%
Other & multi-ethnic (non-Hispanic) ⁴	0.5%	0.6%	0.5%	0.6%	1.1%	0.7%
<u>1990 CENSUS</u>						
Hispanic/Latino ²	76.6%	16.4%	85.0%	61.5%	4.3%	49.3%
Black American, non-Hispanic/Latino	11.7%	82.3%	4.6%	15.4%	89.6%	39.7%
White, non-Hispanic/Latino	10.8%	0.7%	9.3%	19.5%	4.5%	9.3%
Asian ³	0.5%	0.4%	0.8%	3.1%	1.4%	1.3%
Other & multi-ethnic (non-Hispanic) ⁴	0.3%	0.1%	0.3%	0.6%	0.2%	0.3%
² Hispanic/Latino can be of any race and/or more than one race. ³ Hawaiian/Pacific Islander is combined with Asian for purposes of comparison. ⁴ Non-Hispanic/Latino population that marked other race or more than one race.						

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Income Summary						
Median Household Income, Drill Down	\$16,934	\$12,295	\$15,170	\$23,811	\$22,444	\$18,171
Median Household Income, 1990 Census	\$16,480	\$11,021	\$16,900	\$21,341	\$15,406	\$16,207
Median Household Income, 2001 Claritas	\$29,966	\$19,970	\$32,716	\$36,366	\$27,153	\$29,340
Average Household Income, Drill Down	\$23,928	\$17,784	\$21,561	\$29,317	\$34,265	\$26,832
Adjusted Average Income, Drill Down	\$28,474	\$19,740	\$25,658	\$34,887	\$38,034	\$30,860
Average Household Income, 1990 Census	\$21,668	\$15,944	\$22,040	\$24,688	\$21,423	\$21,566
Average Household Income, 2001 Claritas	\$39,847	\$25,946	\$41,979	\$41,979	\$34,558	\$36,924
Households, Income Under \$15K, Drill Down	45.8%	61.0%	49.6%	30.6%	33.1%	42.3%
Households, Income \$15-19.9K, Drill Down	10.9%	10.5%	12.4%	12.4%	12.8%	12.1%
Households, Income \$20-29.9K, Drill Down	16.5%	13.0%	16.1%	18.3%	16.8%	16.3%
Households, Income \$30-49.9K, Drill Down	20.2%	12.8%	18.5%	28.9%	24.5%	21.7%
Households, Income \$50K+, Drill Down	6.6%	2.7%	3.4%	9.8%	12.8%	7.6%
Households, Income \$50K+, 2001 Claritas	30.2%	15.3%	31.4%	30.8%	26.0%	27.6%
Households, Income \$50K+, Drill Down	655	425	1,063	2,138	3,978	8,319
Traditional Aggregate Income, Drill Down	\$239,016,792	\$281,058,336	\$674,126,226	\$637,058,410	\$1,065,161,790	\$2,948,166,000
Cash Economy Overlay, Drill Down	\$45,413,190	\$30,916,417	\$128,083,983	\$121,041,098	\$117,167,797	\$442,622,485
Adjusted Aggregate Income, Drill Down	\$284,429,982	\$311,974,753	\$802,210,209	\$758,099,508	\$1,182,329,587	\$3,390,788,485
Aggregate Buying Power, Drill Down	\$119,460,593	\$131,029,396	\$336,928,288	\$318,401,793	\$496,578,426	\$1,424,131,164
Aggregate Income per Acre, Drill Down	\$116,524	\$57,402	\$71,860	\$103,888	\$120,218	\$93,742
Aggregate Household Income, 2001 Claritas	\$302,996,588	\$287,066,544	\$980,545,482	\$879,585,987	\$838,480,754	\$3,221,323,608
Aggregate Income per Acre, 2001 Claritas	\$124,130	\$52,819	\$87,835	\$120,536	\$85,256	\$89,057
Financial						
Number of Banks	4	1	12	7	9	33
Ratio of Households to Banks	2,497	15,804	2,606	3,104	3,454	3,330
HHs, No Documented Banking Relationship	4,387	7,515	13,428	9,033	11,049	45,411
HHs, No Documented Banking Relationship	43.9%	47.6%	42.9%	41.6%	35.5%	41.3%

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Housing Costs						
Average Rent, 1 Bedroom Rental Units	\$466	\$420	\$400	\$402	\$478	\$451
Average Rent, 2 Bedroom Rental Units	\$572	\$517	\$506	\$499	\$607	\$541
Average Rent, Drill Down	\$519	\$469	\$448	\$450	\$538	\$494
Average Rent, 1990 Census	\$302	\$272	\$297	\$337	\$307	\$304
Rent Appreciation, from 1990 ⁵	26.3%	26.8%	10.9%	-2.0%	28.7%	19.3%
Median Housing Value, 1990 Census	\$35,452	\$25,227	\$34,421	\$40,135	\$41,660	\$35,976
Median Housing Value, 2001 Claritas	\$52,939	\$31,546	\$54,866	\$59,348	\$62,528	\$54,598
Median Sales Value, Drill Down⁶	\$81,745	\$46,950	\$67,000	\$76,546	\$92,662	\$76,299
Home Value Appreciation, from 1990 ⁷	69.3%	36.7%	42.9%	40.0%	63.3%	55.7%
Total Number of Home Sales	254	210	435	584	471	1,954
Total Number of Single-Family Home Sales	181	151	289	488	344	1,453
⁵ Rent appreciation uses 1990 Census values in 2001 real dollars, the 1990 inflation-adjusted average rental cost.						
⁶ Social Compact home values are derived from the sale price of single-family homes in 2000 and the first six months of 2001.						
⁷ Home value appreciation uses 1990 Census values in 2001 real dollars, the 1990 inflation-adjusted median home value.						
Residential Housing						
Total Number of Buildings, Drill Down	6,755	9,175	19,203	13,433	21,079	69,645
Occupied Buildings, Drill Down	6,712	9,078	19,080	13,374	20,948	69,192
Owner Occupied Buildings, Drill Down	3,895	4,312	10,761	9,290	13,123	41,381
Owner Occupied Buildings, Drill Down	58.0%	47.5%	56.4%	69.5%	62.6%	59.8%
Vacant Buildings/Lots, Drill Down	628	2,256	1,861	608	2,603	7,956
Total Housing Units, Drill Down	10,216	16,183	31,679	22,289	31,599	111,966
Single Units	50.3%	42.8%	43.7%	52.8%	58.1%	50.0%
2 Units	20.9%	15.3%	21.0%	9.2%	9.9%	14.7%
3 - 9 Units	19.1%	23.6%	24.3%	9.3%	14.2%	17.9%
10 - 49 Units	5.9%	9.9%	4.8%	8.9%	7.4%	7.2%
50 plus Units	3.7%	8.5%	6.3%	19.7%	10.5%	10.2%

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Housing Units						
Total Housing Units, Drill Down	10,216	16,183	31,679	22,289	31,599	111,966
Total Housing Units, 2000 Census	8,616	12,561	25,681	20,160	28,135	95,153
Total Housing Units, 1990 Census	8,824	15,136	26,713	20,951	31,061	102,685
Vacant Housing Units, Drill Down	227	379	413	559	513	2,091
Vacant Housing Units, Drill Down	2.2%	2.3%	1.3%	2.5%	1.6%	1.9%
Vacant Housing Units, 2000 Census	671	1,639	2,223	1,118	3,111	8,762
Vacant Housing Units, 2000 Census	7.8%	13.0%	8.7%	5.5%	11.1%	9.2%
Vacant Housing Units, 1990 Census	1,212	3,622	4,047	3,158	6,882	18,921
Vacant Housing Units, 1990 Census	13.7%	23.9%	15.1%	15.1%	22.2%	18.4%
Occupied Housing Units, Drill Down	9,989	15,804	31,266	21,730	31,086	109,875
Owner Occupied Units, Drill Down	39.0%	27.3%	34.4%	42.8%	42.2%	37.7%
Owner Occupied Units, Drill Down	3,895	4,312	10,761	9,290	13,123	41,381
Occupied Housing Units, 2000 Census	7,945	10,922	23,458	19,042	25,024	86,391
Owner Occupied Units, 2000 Census	48.4%	37.8%	45.7%	49.9%	51.2%	47.5%
Owner Occupied Units, 2000 Census	3,848	4,127	10,710	9,499	12,821	41,005
Occupied Housing Units, 1990 Census	7,612	11,514	22,666	17,793	24,179	83,764
Owner Occupied Units, 1990 Census	50.2%	39.1%	45.0%	49.0%	54.2%	48.2%
Owner Occupied Units, 1990 Census	3,818	4,505	10,191	8,722	13,103	40,339
Vehicle						
Percent of Households with Cars	82.9%	57.3%	82.2%	97.7%	73.8%	79.4%
Number of Households with Cars	8,279	9,054	25,709	21,223	22,943	87,208
Average Vehicles per Household	1.63	1.51	1.69	1.72	1.60	1.65
Average Household Vehicle Value	\$12,833	\$11,336	\$13,296	\$15,052	\$14,767	\$13,829

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Risk⁸						
Change in Total Crime, 1997-2000	-4.0%	-16.5%	-11.4%	-10.4%	-4.1%	-9.5%
Change in Property Crime, 1997-2000	-4.5%	-18.7%	-11.8%	-12.3%	-4.7%	-10.6%
Change in Violent Crime, 1997-2000	-1.7%	-8.0%	-9.0%	5.5%	-1.8%	-3.9%
2000 Total Crime per 1,000 Persons ⁹	48.77	75.47	48.91	48.42	60.51	54.66
2000 Property per 1,000 Persons	39.94	58.09	41.02	42.22	48.21	44.92
2000 Violent per 1,000 Persons	8.83	17.38	7.89	6.20	12.30	9.74
1997 Total Crime per 1,000 Persons ⁹	50.81	90.36	55.18	54.01	63.12	60.40
1997 Property per 1,000 Persons	41.83	71.48	46.50	48.14	50.59	50.27
1997 Violent per 1,000 Persons	8.98	18.88	8.68	5.87	12.53	10.13
⁸ Crime definitions follow the standard set forth by the FBI Uniform Crime Reports and are classified as either Property (Burglary, Larceny-Theft, Motor Vehicle Theft) or Violent (Murder and Non Negligent Homicide, Forcible Rape, Robbery, Aggravated Assault).						
⁹ For purposes of comparison, 2000 Census population figures were used to calculate crime per person.						
Building Permits (1994 - 2000)						
Total Construction Permits	69	260	355	141	302	1,127
Construction Permits, Single-Unit Only	56	232	301	103	196	888
Median Value, Single-Unit Construction	\$53,350	\$55,038	\$48,000	\$53,000	\$82,938	\$52,080
Total Demolition Permits	295	1,006	766	228	1,260	3,555
Total Alteration/Repair Permits	591	1,208	2,165	1,839	3,384	9,187
Alteration/Repair Permits, Value \$10K plus	105	150	329	227	855	1,666
Median Value, Alteration/Repair Permits	\$4,000	\$4,000	\$3,000	\$2,000	\$5,000	\$3,700